

We claim:

1. An isotropic liquid cleansing composition comprising:

- (a) a surfactant selected from an anionic, nonionic, amphoteric and cationic surfactant and mixtures thereof;
- (b) a thickening agent;
- (c) about 0.1 to about 25% by weight of organogel particles of from about 0.05 to about 10 millimeters in diameter, the organogel particle comprising a benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C; and
- (d) wherein the viscosity of the cleansing composition as measured without the organogel particles is in the range of about 1,000 to about 300,000 cps @ 1/sec shear rate at 25 C.

2. A composition according to claim 1 further comprising a free emollient having a weight average emollient particle size in the range of about 1 to about 500 microns.

3. A composition according to claim 1 further comprising greater than about 30% by weight water.

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4. A composition according to claim 1 wherein the gelation agent in the organogel particles comprises an organic compound selected from a solid organic compound, a wax, and a polymer.
5. A composition according to claim 1 wherein the benefit agent comprises an oil that is a liquid at about 25 C.
6. A composition according to claim 1 wherein the benefit agent is a solid at about 25°C.
7. A composition according to claim 1 wherein the organogel particle has an average diameter of between about 0.1 and about 3 millimeters and the proportions of the gelation agent to benefit agent being between about 0.5% to about 50% by weight gelation agent to benefit agent.
8. A composition according to claim 1 wherein the organogel particle has an average diameter of between about 0.1 and about 1.0 millimeters and the proportions of the gelation agent to benefit agent being between about 0.5% to about 40% by weight gelation agent to benefit agent.
9. A composition according to claim 1 wherein the organogel particle has an average diameter of between about 0.1 and about 2 millimeters and the proportions of the gelation agent to benefit agent being between about 0.5% to about 30% by weight gelation agent to benefit agent.
10. A composition according to claim 1 wherein the organogel particle is aspherical.

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11. A composition according to claim 1 wherein the gelation agent forms a network of solid gelation agent within the organogel particles formed of the benefit agent.
- 5 12. A composition according to claim 1 wherein the organogel particle contains a gradation of concentration of the gelation agent, with higher concentration of the gelation agent at the surface of the particles than at the core of the organogel particles.
- 10 13. A composition according to claim 1 wherein the viscosity of the cleansing composition as measured without the organogel particles is in the range of about 5,000 to about 50,000 cps.
- 15 14. A composition according to claim 1 having less than about one percent by weight solid soap.
- 20 15. A composition according to claim 2 wherein the thickening agent is added to the free emollient in amount from about 1 to about 50% wt. based on the emollient.
- 25 16. A composition according to claim 1 wherein the thickening agent is selected from polyacrylates; silica, natural and synthetic waxes; aluminum silicate; lanolin derivatives; C8 to C20 fatty alcohols polyethylene copolymers; polyammonium carboxylates; sucrose esters; hydrophobic clays; petrolatum; hydrotalcites; cellulose derivatives, polysaccharide derivatives, and mixtures thereof.
17. A composition according to claim 1 wherein the composition is structured with a structurant selected from swelling clays; cross-linked

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polyacrylates; acrylate homopolymers and copolymers;
polyvinylpyrrolidone homopolymers and copolymers; polyethylene
imines; inorganic salts; sucrose esters, and gellants.

5 18. A composition according to claim 1 wherein the benefit agent is selected
from vegetable oils, esters, animal fats, mineral oil, petrolatum, silicone
oil and mixtures thereof.

10 19. A composition according to claim 2 having about 0.1 to about 15 wt % of
the free emollient.

20. A composition according to claim 2 wherein the free emollient functions
as a carrier to deliver skin active agents to skin treated with the
composition.

15 21. A composition according to claim 1 having about 1 to about 35 wt % of
the surfactant.

20 22. A composition according to claim 1 having at least about 7 wt % of the
surfactant.

23. A composition according to claim 1 comprising a cosurfactant selected
from betaines, amidobetaines and sulphobetaines.

25 24. A method for preparing a composition according to claim 2, comprising
the steps of:

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(a) forming a first composition having at least one surfactant selected from anionic, nonionic, amphoteric, and cationic surfactants and mixtures thereof;

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(b) adding a thickening agent to the free emollient in an amount from 1 to 50 wt. %, based on the free emollient; and

(c) mixing the first formulation of step (a) with the free emollient of step (b).

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(d) adding to either the first composition, the thickening agent or a blend thereof about 0.1 to about 25% by weight of organogel particles of from about 0.05 to about 10 millimeters in diameter, the organogel particles comprising a benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C.

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25. The method of claim 23, wherein the composition has less than about 1 percent by weight of solid soap

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26. A method of depositing a benefit agent from an isotropic liquid cleansing composition, comprising the steps of:

(a) providing said benefit agent in said cleansing composition including:

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1. a surfactant selected from anionic, nonionic, amphoteric and cationic surfactants, and mixtures thereof;
2. a thickening agent,
3. about 0.1 to about 25% by weight of organogel particles of from about 0.05 to about 10 millimeters in diameter, the organogel particles comprising the benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C; and

(c) applying said cleansing composition to the skin or hair.

27. The method of claim 25 wherein the composition contains less than about 1 percent by weight of solid soap.